

# Large Enterprise Automotive & Transport Company

## Introduction

This case study of a large enterprise automotive & transport company is based on an August 2020 survey of Pragmatic Institute customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“Great insights into hyper segmentation and how to size the segments to focus limited resources on best opportunities.”

## Challenges

The business challenges that led the profiled company to evaluate and ultimately select Pragmatic Institute:

- Took training courses with Pragmatic Marketing for the following reasons:
  - Increase strategic focus
  - Gain clarity in roles and responsibilities
- Experienced the following challenges with the corresponding frequency:
  - delays in product launches: very often
  - roadmaps that were guided by opinions and not market facts: extremely often
  - delivered features that weren't being used by customers: very often
  - important features that were dropped from each new release: very often
  - revenue goals that were not being hit: very often
  - deals that were being heavily discounted: somewhat often

## Use Case

The key features and functionalities of Pragmatic Institute that the surveyed company uses:

- Employees have taken training classes in the following areas:
  - Foundations
  - Price
- Had the following groups attend the Pragmatic Marketing training:
  - Entire product marketing team
- Has offered Pragmatic Marketing training to its employees for 1-2 years.

## Results

The surveyed company achieved the following results with Pragmatic Institute:

- Has been able to realize the following benefits by taking the courses:
  - Gain a better understanding of product roles within their organization
  - Increase executive support for product efforts
  - Increased confidence in the roadmap
  - Better align with internal teams
  - Better focus on the customer & their needs. More focus on segmentation
- Estimates their level of improvement to be as follows for each of the corresponding areas since taking Pragmatic Marketing training:
  - product sales: 0-24%
  - their understanding of the market and its relevant problems: 100%+

### Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:  
**Large Enterprise**

Industry:  
**Automotive & Transport**

### About Pragmatic Institute

Pragmatic Institute is committed to providing great education to product leaders, business professionals and data scientists. Become market- and data-driven, and enhance your products, your business and your career with Pragmatic Institute.

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